



The Financial Coach, Inc.

**Wealth on Any Income** *by Rennie Gabriel*

## What is Focus Marketing?

Focus Marketing is a process to double or triple your income by focusing your marketing efforts on breaking up large groups of people into smaller groups you can work with more effectively.

They will be groups of people who:

1. Communicate and network with each other
2. You can easily reach
3. Have common needs and characteristics
4. You understand, relate to, and WANT to work with

You will develop RELATIONSHIPS with people who need and can pay for your services and you will find new clients more effectively and productively.

In Focus Marketing you will be seen as the resource that specializes in the needs and wants of a particular marketing segment. People want to work with those who understand them and have the ability to fulfill their wants and needs.

Although this is a long term process that requires commitment, it has far greater long term benefits. It is an effective way to build a business or professional practice that offers rewards far into the future.

Ask yourself where you want to be in five years, and then determine if the group(s) you are considering to work with will assist you in reaching your goals.

Sample groups can be:

Business owners or professionals in SPECIFIC industries, such as auto parts dealers, dry cleaners, grocers, human resource professionals, doctors, veterinarians, dentists, plumbers, electrical engineers, jewelers, CPAs, police officers, fire fighters, attorneys...

They can be people who share common interests or hobbies, such as divorced women, sports club members social club members, school groups, dancers, singers, entertainers, youth groups, retired business owners, veterans groups, yacht clubs, grandparent associations...

For a full size form as an Excel spreadsheet, send an email to [Rennie@WealthOnAnyIncome.com](mailto:Rennie@WealthOnAnyIncome.com) with the subject: Best Case form

Best Case Scenario - Client Survey for a coach, advisor or business owner.											
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Name	Age	Sex	Marital Status	Apx Income	Occupation /Employer	Date of Sale	Income You Earned	Their Assoc or Organization	Business Owner?	Do you like them?	Source or other comments
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